

2004–2005

# Community Coalition

## *Grant Application*

***Apply for up to \$7,000 to reduce underage drinking in your community!  
Join together to reduce underage drinking.***



Virginia Department of  
Alcoholic Beverage Control  
Education Section/Community Coalition  
2901 Hermitage Road  
Richmond, Virginia 23220

» ***Look inside for Grant Application***

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# Community Coalition

## Grant Application

Join together to reduce underage drinking.

*In an effort to reduce underage drinking and promote community collaboration, the Virginia Department of Alcoholic Beverage Control (ABC) is offering Community Coalition grants for up to \$7,000. Funding for these grants is made possible through a federal grant from the Office of Juvenile Justice and Delinquency Prevention.*

**Applications must be submitted by Friday, June 11, 2004 at 5:00 p.m.** No exceptions will be made to this deadline. All grants will be awarded by July 2, 2004. The grant cycle runs from July 2, 2004 through May 31, 2005. Only one grant application per coalition will be accepted. Virginia's local and state agencies (police departments, schools) and 501C(3) non-profit organizations are eligible to apply. You are encouraged to involve your local ABC special agent, local law enforcement, local attorney, judges, educators, and licensees, which may include restaurants, grocery stores and convenience stores.

## WHAT IS A COALITION?

A coalition is a committed, action-oriented group of individuals and/or organizations, in a community, working together in a coordinated fashion toward a common goal on an on-going basis. Coalitions share in the decision-making and allocation of resources.

A coalition will encourage and nurture collaboration between the community and key stakeholders in order to mobilize them into establishing policies and programs that will benefit the entire community. These policies and programs will improve the social, cultural, economic, and legal environments in which youth make alcohol choices, reducing the rate of high-risk and underage drinking among underage youth.

## WHO COULD BE INVOLVED IN A COALITION?

- Diverse cultural and ethnic groups
- Representation from the target population
- School systems
- People most affected by the problem
- Institutions of higher education
- Representatives of various sectors of the community
- Local law enforcement
- The business community
- Other service organizations
- Youth
- Parent organizations
- Mayor or town Manager
- State agencies
- Licensees
- Educators
- Judge/Attorney
- Faith community

## PRIORITIES

### Grant Applications Must:

- Establish a new or expand an existing community coalition or partnership. The coalition should include key stakeholders who will have an impact on the development and implementation of state or local policies, programs that reduce or prevent high-risk drinking and programs that prevent underage drinking among youth. Representation from all sectors of the community is strongly recommended, including those of the target population.
- Include projects that focus on enforcing alcohol laws through a community coalition to reduce or prevent underage drinking among youth.
- Focus on prevention strategies that attempt to alter the individual and shared environments, focusing on the use of environmental strategies.
- Focus on education and prevention strategies for *of age* providers, individuals who purchase alcohol for underage youth.

### Grant Applications May Include But Are Not Limited To:

- Enforcement projects that increase the role of law enforcement officers to deter use, purchase, possession, and/or sale of alcohol to underage youth.

If enforcement projects are one of the initiatives in the grant, the coalition must demonstrate a collaborative partnership between the coalition and local law enforcement.
- Parental involvement projects to increase awareness among parents on the extent, effects, and consequences of underage drinking.

If parents are the target audience for one or several initiatives, parents must be a part of the coalition and this must be demonstrated in the application.
- Community involvement projects for the prevention of tragedies associated with underage drinking.
- Education projects to create or reproduce materials related to the prevention of underage alcohol use and abuse.

# Completing the Application...

## THE ORGANIZATION

The primary organization, (e.g., police district, school, organization name, not-for-profit group, etc.) will play the primary role in project leadership. The award checks will also be made out to the organization named on the application. If there is a different name for the organization to receive funding, please specify this request on the cover sheet.

## PROJECT ADMINISTRATION

The Project Coordinator listed should be the individual who will be ABC's contact for the project. The coordinator should be closely involved with all aspects of the project through its duration. He/she will probably be an administrator or teacher employed by or accountable to the organization. Please be sure this person is accessible by phone and e-mail. This individual will receive notification letters and any additional requests from ABC. If the project coordinator changes during the grant cycle, it is their responsibility to alert ABC immediately.

## PROJECT DESCRIPTION [85 points]

The description of your project and plans for spending the funds should be well documented. Do not exceed 14 pages. Use the headings below.

### Summary of Current Prevention Efforts

Describe the current alcohol prevention efforts underway in your community. Explain current efforts through this coalition. Show examples of collaboration among agencies and organizations and how the current efforts will fit in with this new project. How is your community using environmental strategies? How will this grant help the advancement of these strategies? This summary should not exceed three pages. [10 points]

### Additional Funding

Identify other related funding which has been or will be received by your coalition and describe how programs and activities supported by those funds will be coordinated with the new programs and activities you are proposing in this application. If you are a new coalition, please identify any other expected funding sources. [5 points]

### Executive Summary

Include a brief summary of needs, the goal of this grant, desired outcomes, and key activities proposed. This summary should explain in one page what is proposed in the grant. [5 points]

## Goals, Objectives and Strategies

State the goal of your grant. State the objectives of the proposed initiative in measurable terms using the following components:

1. Audience: Who is the targeted audience from which the desired outcome is intended?
2. Behavior: What is the expected behavior change?
3. Condition: How will this change occur?
4. Degree: How much will this change?
5. Evidence: How will this change be measured?

After each objective, list the strategies that will be used to achieve each objective. Indicate the starting and completion dates within the grant timeline, June 2004 to May 31, 2005 for each. [25 points]

## Project Timeline – Attachment A

The timeline should be a separate component of the grant application. It should be inclusive of every goal and objective and the strategies for each. Include action steps, resources needed, responsible person for each task, and the date to be completed. [10 points]

## Evaluation – Attachment B

Describe your plan for evaluation. Focus on the goal of the grant. What is your end result? Focus on your objectives and the methods/strategies by which they will be assessed. Include a description and samples of all evaluation instruments you intend to use. Your plan should include both qualitative and quantitative measures of evaluation. Include evaluation components within your timeline. [25 points]

## Plan for Continuation

Outline your plan for continuation after the grant funding has ended. [5 points]

## BUDGET [10 points]

Each applicant may apply for up to \$7,000.

## Itemized Budget – Attachment C

Provide an itemized list of expenses that will be incurred for each strategy or activity performed by your project. Any item listed in the budget MUST be mentioned somewhere in the grant initiatives and budget justification.

## Budget Justification – Attachment D

Provide a brief budget justification statement along with your proposed budget. The justification should clearly explain why each expense is necessary for the proposed project.

# Community Coalition

Budget items may include, but are not limited to: instructional materials and supplies, media materials, marketing items, refreshments, printing, postage, overtime for law enforcement, etc. The ABC grant does not cover pre-or post-prom parties, give-aways, graduation parties, operating expenses, personnel salaries, or general conference attendance expenditures. It is important that all items listed in the budget are also documented in the project description. Due to limited funds, ABC reserves the right to partially fund some proposals.

## LETTERS OF SUPPORT – Attachment E

Five letters of commitment and support from existing or new coalition partners (e.g., citizens, supervisors, senior administrators, project partners, and even national experts) must be included in the proposal. The letters must come from a variety of supporters within the community. [5 points]

## SIGNATURE

The applying coalition/organization will serve as the fiscal agent for the program and therefore accepts fiscal responsibility for the funded project. The lead coalition/organization should review the application and sign on behalf of the coalition/organization. The project coordinator's signature is also required.

## APPLICATION SUBMISSION

Applicants must submit an original and four unbound copies of the grant application.

**The Virginia Department of Alcoholic Beverage Control must receive these by 5:00 p.m. the 11th of June 2004.**  
We CANNOT accept applications by fax or e-mail.

**Repeat grant submissions must include an introduction detailing initiatives through past ABC grants to date.**

Note, the application deadline date is the date the application must be received, not the postmarked date. Late submissions are not eligible for funding.

### Send application to:

The Virginia Department of Alcoholic Beverage Control  
attn: Education/Community Coalition Grant Application  
2901 Hermitage Road  
Richmond, Virginia 23220  
Phone (804) 213-4688

## NOTIFICATION INFORMATION

Grant award letters will be mailed on July 2, 2004.

## PROPOSAL EVALUATION

Program proposals will be evaluated on the following criteria in no particular order:

- Innovative and creative ideas
- Expected number of people reached through the proposed program
- Demonstrated global community effort
- Ability to show the link between enforcement and the community in combating underage drinking
- Demonstrated ability to show a partnership between local law enforcement and the coalition if enforcement is a part of the grant
- The extent to which the program addresses community need for underage alcohol prevention
- Mechanisms established within the plan to ensure effectiveness and accountability, samples of evaluation planned
- An ability to demonstrate a group's readiness to start or expand a coalition
- Strong evidence of coalition members' support (if the project is already funded, evidence that the existing group meets on a regular basis, or that a new group has already agreed to convene will be vital in determining assignment of resources)
- Repeat grant submissions will be evaluated on progress made in '03-'04 (special attention will be paid to whether reports have been received complete and/or on time)
- Program proposals will be viewed more favorably if the proposals demonstrate that various youth alcohol prevention/risk-reduction programs and activities are being well coordinated in the community
- Evaluation is vital to the proposal explaining what will be done and how it will be measured

## REQUIREMENTS IF FUNDED

- After receipt of award, the coalition grantee will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt & review of the first progress report, which is due to ABC in December 2004. ABC reserves the right to delay award of the remaining funds if the progress report is incomplete or unacceptable.
- Attendance at additional ABC offered trainings (date & location TBA).
- Please send a final draft of all materials, which may be produced through this grant, to ABC for review before any final printing occurs.

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## REPORTS

All reports will need to be formatted according to ABC's special requirements. This will be furnished to you upon award of the grant. It is imperative that you follow ABC's reporting format. Failure to follow the format or tardy reports may hinder future funding opportunities.

- The **Progress Report** is due to VA ABC Education by:  
**December 3, 2004.**
- The **Final Report** is due to VA ABC Education by:  
**June 15, 2005.**

Please send a draft of all materials, which may be produced through this grant, to ABC for review before any final printing occurs. Two copies of all materials created, directly or indirectly, through this grant (press releases, news articles, brochures, posters, photos etc.) are also to be included with your progress and final report. Please be sure to keep multiple copies in your file to send to ABC upon request.

## TIME LINE

June 11, 2004 . . . . . Applications Due to Education by 5:00 p.m.  
July 2, 2004 . . . . . Grant Award Letters Mailed  
August/Sept 2004 . . . Evaluation Workshop (Central Location TBA)  
December 3, 2004 . . Progress Reports Due to Education by 5:00 p.m.  
May 31, 2005 . . . . . Grant Project Ends (All funding to be spent)  
June 15, 2005 . . . . . Final Reports Due to Education by 5:00 p.m.

\*\* Note: Faxes & e-mails will not be accepted for the submission of grant application.\*\*



# The ABC Community Coalition Grant Application 2004-2005

Grants are available for up to \$7,000. When completing this form, please refer to *Completing the Application* for detailed instructions.

## 1. THE ORGANIZATION

Applicant /Agency/Organization/School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

## 2. PROJECT ADMINISTRATION

Project Coordinator \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

## 3. PROJECT DESCRIPTION

Project Title \_\_\_\_\_

Project Start Date \_\_\_\_\_ Project Completion Date \_\_\_\_\_

Project Focus: ☐ Education ☐ Enforcement ☐ Community Involvement ☐ Parent Involvement ☐ Youth Initiative

☐ Other: \_\_\_\_\_

(Please check one of the above, multiple boxes may be checked)

## 4. BUDGET

Amount requested from VA ABC \_\_\_\_\_

Income from other sources: Cash \$ \_\_\_\_\_ Other Donations \_\_\_\_\_

## 5. LETTERS OF SUPPORT

Attachment: Five letters of support from different offices, agencies, or organizations.

## 6. SIGNATURES

\_\_\_\_\_  
Signature of Project Coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature of Chief Executive Officer of the Project's Lead Agency/School/Organization

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name (Please Print)

The best way to ensure you have the latest information about the Virginia Department of  
Alcoholic Beverage Control is to visit our Web site, [www.abc.state.va.us](http://www.abc.state.va.us).

You may also contact Virginia ABC Education directly:

ABC Education • 2901 Hermitage Road • Richmond, VA 23220 • Phone (804) 213-4688 • Fax (804) 213-4457

E-mail: [education@abc.state.va.us](mailto:education@abc.state.va.us)